

# fashion calendar

File copy 12/16/57

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TRAFALGAR 9-2343

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1957

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

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# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE                      WHAT'S GOING ON                      GIVEN BY                      WHERE

WEEK ENDING FRIDAY, DECEMBER 13, 1957

Now Going On Through Dec. 23	SPECIAL CHRISTMAS SHOPPING SCHEDULES	RETAIL STORES	N.Y. CITY, NEWARK, BROOKLYN, QUEENS
	Retail stores will have the following shopping hour schedules for Xmas.		
	Regular closing hours on Saturday, unless indicated.		
	<u>STORE</u>	<u>HOURS</u>	
	ABRAHAM & STRAUS (Bklyn).	9:30 A.M. to 9:00 P.M.	
	ARNOLD CONSTABLE	9:30 A.M. to 9:00 P.M.	
	L. BAMBERGER (Newark).	9:45 A.M. to 9:00 P.M.	
	BEST & CO.	9:30 A.M. to 6:00 P.M.	
	BLOOMINGDALE'S	9:30 A.M. to 9:00 P.M.	
	BOND'S	9:00 A.M. to 9:00 P.M.	
	BONWIT TELLER	10:00 A.M. to 7:00 P.M.	
	DE PINNA	10:00 A.M. to 6:00 P.M.	
	FRANKLIN SIMON	9:30 A.M. to 9:00 P.M.	
	GERTZ (Long Island)	10:00 A.M. to 9:30 P.M.	(Incl. Sat.)
	GIMBELS	9:30 A.M. to 9:30 P.M.	(Incl. Sat.)
	KRESGE-NEWARK	9:45 A.M. to 9:00 P.M.	
	LANE BRYANT	10:30 A.M. to 8:30 P.M.	
	LORD & TAYLOR	9:30 A.M. to 6:00 P.M.	(Incl. Sat.)
	MACY'S	9:45 A.M. to 9:00 P.M.	
	MARTIN'S (Bklyn)	9:30 A.M. to 9:00 P.M.	
	OPPENHEIM COLLINS	10:00 A.M. to 9:00 P.M.	
	OHRBACH'S	10:15 A.M. to 8:30 P.M.	
	PECK & PECK	9:30 A.M. to 8:30 P.M.	
	RUSSEKS	10:00 A.M. to 9:00 P.M.	
	SAKS FIFTH AVENUE	9:30 A.M. to 9:00 P.M.	
	SAKS 34TH STREET	9:30 A.M. to 9:00 P.M.	(8:30 Sat.)
	STERN'S	9:45 A.M. to 9:00 P.M.	

Thursday  
Dec. 12  
8:30 A.M.  
Breakfast

DUPONT TEXTILE FIBERS -- DUPONT COMPANY  
DESIGNER DRESS PROGRAM  
Presentation of the DuPont program for Spring, featuring designer dresses by Georgia Bullock, Anne Klein for Junior Sophisticates, Vera Maxwell and Hannah Troy. For buyers and buying offices, by invitation. Contact: Mrs. Penny Pope, LO. 3-6400, Ext. 348.

21 CLUB  
21 WEST 52ND STREET

Thursday  
Dec. 12  
9:30 A.M.  
Breakfast

PRESS PREVIEW OF  
RESORT FASHIONS  
Peck & Peck will preview their Resort fashions to the press. By invitation. Contact: Joanne Sidener, OR. 3-4700.

PECK & PECK  
260 FOURTH AVENUE  
(21ST ST.)-6TH FLOOR

Thursday  
Dec. 12  
2:30 P.M.  
Coffee

PRESS PREVIEW OF  
SPRING SHOE FASHIONS  
I. Miller will present their Spring shoe collection to the press. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59 St., EL. 5-7872.

I. MILLER & SONS  
350 FIFTH AVENUE  
SHOWROOM - 71ST FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 12 4:30 P.M. Cocktails	PRESS PREVIEW OF "KOOL FASHIONS" Rhea Manufacturing ("Joan Miller" and "Petti") will present a preview of "Kool Fashions" in conjunction with Lowenstein Fabrics, Kool cigarettes and Nassau in the Bahamas. By invitation. Publicity: Shirley Tucker at Lewin, Williams & Saylor, 130 East 59th St., MU. 8-6200.	RHEA MFG. COMPANY; LOWENSTEIN FABRICS	LE CUPIDON 40 EAST 58TH STREET
Friday Dec. 13 12:00 Noon Luncheon	LUNCHEON FOR FOOD EDITORS Smorgasbord luncheon, based on the Swedish holiday, St. Lucia's Day. By invitation. Publicity: Ellen Saltonstall, WH. 4-5912.	PAN-AMERICAN COFFEE BUREAU	HOTEL PLAZA PERSIAN ROOM
Saturday Dec. 14 12:30 P.M. Luncheon	CUSTOM-MADE FASHIONS BY FONTAYNE Benefit luncheon, with fashions by Fontayne. Tickets: \$10.00; contact: Mrs. Sarah Sutz, ES. 5-7254.	CEREBRAL PALSY; FREDDIE MARKS LEAGUE	WALDORF-ASTORIA BALLROOM
<u>WEEK BEGINNING MONDAY, DECEMBER 16, 1957</u>			
Tuesday Dec. 17 9:15 A.M. Breakfast	PREVIEW: LATE SPRING AND SUMMER DRESSES Showing of Barquette late Spring and Summer fashions to the press. Showing at 9:45 A.M. By invitation. Publicity: Eileen Milling at Gore Smith Greenland, 420 Madison Ave., MU. 8-6265.	BARBETTE (1350 BROADWAY)	WALDORF-ASTORIA JANSEN SUITE
Tuesday Dec. 17 11:00 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS Preview of Resort and Spring ready-to-wear originals designed by Sophie, in collaboration with Stephen Erklin. By invitation. ( <u>Note Change of Date.</u> ) Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday Dec. 17 12:15 P.M. Luncheon	PREVIEW OF 1958 TOWEL COLLECTION Martex will present "Les Towels" a press showing of bath accessories, beach sheets and kitchen towels; also, ready-to-wear manufactured from beach sheets. Staged and costumed by Jean and William Eckart. By invitation. Contact: Peg Bender at Ellington & Co., 535 Fifth Ave., MU. 7-4300.	MARTEX TOWELS, DIV. OF WELLINGTON SEARS	HOTEL PLAZA BALLROOM
Thursday Dec. 19 9:30 A.M. Breakfast	PRESS PREVIEW OF RESORT FASHIONS Best will present their Resort collection to the press. By invitation. Publicity: Barbara Birkelund, PL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM
Thursday Dec. 19 8:30 P.M.	SHOWING OF FASHIONS DESIGNED BY STUDENTS Showing of 1957 fashions. Admission by ticket; contact: OR. 5-8130.	FASHION INSTITUTE OF TECHNOLOGY	225 WEST 24TH STREET AUDITORIUM
Friday Dec. 20 10:00 P.M.	"DEBUTANTE COTILLION" CHRISTMAS BALL The 22nd Annual Christmas Ball for benefit of the New York Infirmary. By invitation only. N.Y. Infirmary contact: Lois Best, OX. 7-9575.	FOR BENEFIT OF NEW YORK INFIRMARY	WALDORF-ASTORIA GRAND BALLROOM
Dec. 25	CHRISTMAS DAY (Wednesday).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 26 8:00 P.M. Dinner- Dance	FOURTH INTERNATIONAL PRESS BALL The Fourth International Press Ball for benefit of the United Nations Children's Fund and The N.Y. Herald Tribune Fresh Air Fund. Tickets: \$50.00. Contact: Marion Perry, EL. 5-5725.	THE FOREIGN PRESS ASSOCIATION	WALDORF-ASTORIA BALLROOM
Friday Dec. 27 10:00 A.M.	PRESS PREVIEW OF SPRING LINGERIE Luxite-Kayser will present their Spring lingerie collection to the press and resident office buyers. By invitation. Contact: Kay Wilson, MU.3-7020.	LUXITE-KAYSER	425 FIFTH AVENUE. SHOWROOM - 2ND FLOOR
Jan. 1	NEW YEAR'S DAY (Wednesday).		
Saturday Jan. 4 4:00 P.M. Cocktails	SPRING MILLINERY AT VISITING PRESS SHOW The visiting press will preview John Frederics' collection of Spring millinery. By invitation. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Sunday Jan. 5 10:00 A.M.- 1:00 P.M. Brunch	PRESS PREVIEW: SPRING AND SUMMER JEWELRY Trifari will show their Spring and Summer jewelry collection to out-of-town and local press. By invitation. Publicity: Dorothy Lansing, 165 East 66th Street, RE. 7-3347.	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Sunday Jan. 5 11:00 A.M. Breakfast	SPRING MILLINERY AT VISITING PRESS SHOW Emme will present her Spring millinery to the visiting press. ( <u>Local press</u> and buyers, Mon., Jan. 6, 5:30 P.M.--See Pg. 4.) By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	EMME, INC. (19 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Sunday Jan. 5 12:30 P.M. Luncheon	MILLINERY AND PERFUMES AT PRESS LUNCHEON Laddie Northridge Spring millinery and Parfums Ciro at out-of-town press luncheon. ( <u>Local Press Wed., Jan. 8, 11:00 A.M.--See Pg. 5.</u> ) By invitation. ( <u>Note Change of Place</u> ). Publicity--Laddie Northridge: Maud G. Moody, LE. 2-5562; Parfums Ciro: Alice Dowd, EL. 5-4248.	LADDIE NORTHRIDGE; PARFUMS CIRO	7 EAST 60TH STREET EAST WING
Sunday Jan. 5 3:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Sally Victor will preview her Spring millinery to the visiting press. ( <u>Local Press, Mon., Jan. 6, 10:00 A.M.--See Below.</u> ) By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Sunday Jan. 5 4:00 P.M.- 8:00 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to an open house buffet supper. By invitation. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	CARLTON HOUSE 680 MADISON AVENUE
Jan. 6 10:00 A.M.	SALLY VICTOR'S MILLINERY PREVIEW FOR LOCAL PRESS AT 10:00 A.M., 18 EAST 53RD STREET. Publ.: Mildred Josephs, PL. 3-7450.		
Cancelled Jan. 6	THE TREVI LUNCHEON PREVIEW OF SPRING HATS, ORIGINALLY SCHEDULED FOR 12:30 P.M. AT HOTEL PLAZA, BAROQUE ROOM, HAS BEEN CANCELLED. Contact: MU. 7-5447.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 6 2:30 P.M.	PREVIEW OF PUERTO RICAN FASHIONS Introduction of original couturier fashions by Puerto Rican designers as one of highlights of NRDGA Convention. Also apparel from branch U.S. firms with plants in Puerto Rico. By invitation. Contact: Irene Briller, Commonwealth of Puerto Rico, 527 Fifth Ave., MU. 8-2960.	COMMONWEALTH OF PUERTO RICO	NEW YORKER HOTEL GRAND BALLROOM
Monday Jan. 6 5:00 P.M.	SPRING-SUMMER FASHIONS & FABRICS "DuPont Fiberama"--A Buying Guide For Selling Fashions. Fashion showing of dresses, intimate apparel, children's wear and outerwear. By invitation. For Buyers, Jan. 7-9 at 8:00 A.M. and 5:00 P.M.; Jan. 10 at 8:00 A.M. only. Contact--Press: Adelaide Patterson, IO. 3-6400, Ext. 303; Trade: Margaret Benfer, IO. 3-6400, Ext. 539.	DUPONT CO.	NEW YORKER HOTEL BALLROOM
Jan. 6 5:30 P.M.	EMME'S SPRING MILLINERY PREVIEW FOR LOCAL PRESS AND BUYERS AT 5:30 P.M., COCKTAILS, HOTEL PLAZA, TERRACE ROOM. Publ: Eleanor Lambert, MU. 8-2130.		
Monday Jan. 6- Jan. 9	FORTY-SEVENTH ANNUAL CONVENTION Theme: "The Changing Concepts and New Opportunities in Retailing". Thirty-five session conferences on merchandising, personnel, store management, credit, sales promotion, public relations, control techniques and smaller store problems. Price \$10.00, members (with a maximum of \$50.00 for member stores); \$20.00, non-members. Contact: Nevin Fidler, Director of Public Relations, 100 West 31st St., CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N.	HOTEL STATLER
Monday Jan. 6- Jan. 10	OPEN HOUSE FOR VISITING PRESS Henry Friedrichs will present their Spring coat collection daily for the visiting press. Continuous showings. Contact: Alan R. Baron, PE. 6-8868,	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Monday Jan. 6- Jan. 11	SPRING SHOE FASHIONS: OPEN HOUSE PREVIEW "Leather Springs Eternal"--a five-day preview, 10:00 A.M. to 6:00 P.M., of Spring shoes for every member of the family, with emphasis on women's shoes. By invitation. Contact: Billie Gould, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	411 FIFTH AVENUE SHOWROOM - 10TH FLOOR
Monday Jan. 6- Jan. 31	EXHIBIT OF SPRING FASHIONS Exhibit featuring fashions from February, March and April issues. For store and buying office executives. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Jan. 6	SPRING AND SUMMER HANDBAG COLLECTIONS Contact: National Authority, 347 Fifth Avenue, MU. 3-6969.	NATIONAL AUTHORITY FOR LADIES' HANDBAG IND.	MEMBERS' SHOWROOMS
Beginning Monday Jan. 6	PREVIEW OF FALL 1958 FABRICS Showing of suit, coat, sportswear and dress woolens; also "Belgiwool" woolens and worsteds for Fall of 1958. By appointment. Contact: Jean Russell at Berglas Rieger, 112 West 34th St., BR. 9-2015.	STRONG, HEWAT & BERRIEGE WOOLENS	112 WEST 34TH STREET SHOWROOM - 19TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 7 9:00 A.M. Breakfast	FIRST SHOW: MILLINERY CREATORS OF AMERICA The Trade Promotion Committee of Millinery Stab. Comm. will present the first showing of The Millinery Creators' Spring and Easter hats. By invitation. ( <u>Note Change of Time.</u> ) Contact: LO. 4-7800.	MILLINERY STAB. COMM. (1450 BROADWAY)	SHERATON-ASTOR HOTEL GRAND BALLROOM
Tuesday Jan. 7 9:30 A.M. Breakfast	PREVIEW: RESORT AND CRUISE READY-TO-WEAR Showing of Elizabeth Arden's ready-to-wear collection. By invitation. Publicity: Alan McGeehan at Rasponi Assoc., 667 Madison Ave., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Tuesday Jan. 7 11:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY William J. will preview his collection of Spring millinery. Press by invitation only. (Not transferable). Buyers' caution fee \$200.00; manufacturers, \$450.00 (invitation on request). Contact: CI. 5-8991. Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447.	WILLIAM J.	44 WEST 54TH STREET SALON
Tuesday Jan. 7 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: FASHIONS FROM "MARJORIE MORNINGSTAR" Harper's Bazaar will present a preview of fashions from "Marjorie Morningstar", Warner Bros. film. By invitation. ( <u>Note Change of Place.</u> ) Publicity: Berta MacDonald at Harper's Bazaar, PL. 1-2100.	HARPER'S BAZAAR (572 MADISON AVE.)	ST. REGIS HOTEL LOUIS XVI SUITE
Wednesday Jan. 8 9:30 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Irene of New York and Rivera Spring millinery collections. By invitation. ( <u>Note Change of Date.</u> ) Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Wednesday Jan. 8 11:00 A.M.	MILLINERY AND PERFUMES: LOCAL PRESS SHOW <u>Note Change of Place.</u> Publicity--Laddie Northridge; LE. 2-5562; Parfums Ciro: Alice Dowd, EL. 5-4248.	LADDIE NORTHRIDGE; PARFUMS CIRO	7 EAST 60TH STREET EAST WING
Wednesday Jan. 8 12:30 P.M. Luncheon	PRESS PREVIEW: OF NEW HAIRCOLORINGS "A New Cosmetic Star is Born"--Roux will present haircoloring as a cosmetic; its relationship to fashion, colors and hair styling; also two new hair coloring products. By invitation. Publicity: Barkann & Platt, 57 West 57th St., PL. 5-8252.	ROUX	HOTEL PIERRE BALLROOM
Wednesday Jan. 8 4:00 P.M.	SPRING MILLINERY MERCHANDISING CLINIC By invitation. Contact: Mrs. Charles Steinecke, 15 E. 40 St., LE. 2-8415.	MILLINERY MERCH'G EXECUTIVE ASS'N	SHERATON-ASTOR HOTEL LOUNGE (MEZZANINE)
Thursday Jan. 9 9:15 A.M. Breakfast	PRESS PREVIEW: MAURER SPRING BRIDAL FASHIONS By invitation. <u>Customer showing</u> at 5:30 P.M. on the fourth floor in the store. Open to public. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	MAURER SHOWROOM 491 SEVENTH AVENUE
Thursday Jan. 9 10:30 A.M.	PREVIEW OF SPRING & SUMMER MILLINERY Mr. John will preview his Spring and Summer millinery collection. By invitation. Publicity: Toni Woodward, MU. 8-4906.	MR. JOHN, INC.	51 EAST 57TH STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 9 1:00 P.M. Luncheon	LACE FASHIONS AT LUNCHEON SHOW The Lace Institute will present ready-to-wear and custom-made lace fashions by leading designers at a showing for out-of-town and local press. By invitation. Publicity: Gladys Steiner, PL. 1-6630.	THE LACE INSTITUTE (210 EAST 50TH ST.)	HOTEL PIERRE BALLROOM
Saturday Jan. 11 9:00 A.M.- 12:00 Noon	OPEN HOUSE FOR VISITING PRESS Mme. Helena Rubinstein will invite the visiting press to an open house breakfast. By invitation. Publicity: Amy Blaisdell, EL. 5-2100.	MME. HELENA RUBINSTEIN	625 PARK AVENUE PENTHOUSE
Monday Jan. 13 11:00 A.M.	TATIANA DU PLESSIX SPRING MILLINERY Press showing of Spring millinery, designed by Tatiana Du Plessix for Saks Fifth Avenue. By invitation. Publ: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
Monday Jan. 13 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Preview of Nelly Don's Spring fashions, available at Stern's. Showing at 1:00 P.M. ( <u>Note Change of Place.</u> ) By invitation. Contact: Hilda Fitzgerald, LO. 5-4762.	NELLY DON (350 FIFTH AVENUE)	HOTEL PIERRE SUITE #1-BALLRM FOYER
Monday Jan. 13 12:15 P.M.; 6:15 P.M.	SPRING COTTONS BY KAY WINDSOR "Annual Kay Windsor Week"--Spring-into-Summer fashions. Press invited (12:15 P.M. show). Open to public. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	4TH FLOOR
Monday Jan. 13 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Showing of Harvey Berin's collection. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Ambassador Fashion Director: Mary Alice Rice, CI. 6-1790.	HARVEY BERIN, LTD. (530 SEVENTH AVE.)	HOTEL AMBASSADOR BALLROOM
Tuesday Jan. 14 8:30 P.M. Dinner	TWENTY-FIFTH SILVER ANNIVERSARY DINNER Display in East Foyer of 60 different types of fabrics which will be used in Spring and Summer lines by House & Daytime Dress Mfrs. Cocktails at 7:00 P.M. Tickets: \$25.00 including entertainment. Contact: Bette Kahn, N.A.H.D.M., 1350 Broadway, LA. 4-6352.	NAT'L ASS'N OF HOUSE & DAYTIME DRESS MFRS.	WALDORF-ASTORIA BALLROOM
Wednesday Jan. 15 9:00 A.M. Breakfast	PREVIEW OF SPRING & SUMMER FASHIONS Sir James will present their Spring and Summer collection to the press and buyers. By invitation. Contact: Harriette Wittman, PE. 6-8263.	SIR JAMES INC. (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Wednesday Jan. 15 2:30 P.M.	PREVIEW OF SUMMER SEPARATES COLLECTION Haymaker's preview of Summer separates for press and resident buyers. By invitation. Continuous thereafter. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Jan. 16 9:30 A.M. Breakfast	PREVIEW: SPRING & EARLY SUMMER BRIDAL FASHIONS Ohrbach's will preview their bridal and bridesmaid collection. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 16 12:30 P.M. Luncheon	FASHIONS BY BRANELL AT LUNCHEON SHOW Showing of Branell's Resort and early Spring collection at luncheon. Press by invitation. Public by reservation; contact: Banquet Dept., FL. 9-3000, Ext. 176. Publicity: Eleanor Lambert, MU. 8-2130. Plaza Fashion Coordinator: Mary Alice Rice, CI. 6-1790.	BEST & CO.	HOTEL PLAZA TERRACE ROOM
Tuesday Jan. 28 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Annual fashion show for benefit of the National Foundation of Infantile Paralysis. Contact: Elaine Whitelaw, National Foundation, 301 E. 42nd St., OX. 7-7700. Fashion Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 28 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Preview for press and resident buyers at David Crystal's Summer dress collection. By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

#### OPENING OF SPRING COLLECTIONS IN ROME, FLORENCE, PARIS AND LONDON

Beginning Saturday Jan. 18- Jan. 20	OPENING OF ROMAN COUTURE COLLECTIONS <u>Jan. 18:</u> Accessories Exhibit; Showing by New Italian Fashion Houses; Gregoriana; Dessalles; Marlen; Rapuano; Sarli. <u>Jan. 19:</u> Eleanora Garnett; Baratta; Mingolini-Gugenheim; Fontana. <u>Jan. 20:</u> La Tessitrice dell'Isola; Gattinoni; Giovanelli; Centinaro. Contact: Centro Romano Per L'Alta Moda Italiana, Via de Burro 147, Rome.	CENTRO ROMANO L'ALTA MODA	ROME, ITALY
Monday Jan. 20- Jan. 23	OPENING OF FLORENCE COUTURE COLLECTIONS <u>Jan. 20:</u> Millinery Show; Aria, Avagolf, Baldini, Falconetto, Glans, Livix, Myricae, Scarabocchio, Valditevere, Vito, Mirsa, Avolio, Bertoli, Puma. <u>Jan. 21:</u> Sportswear & Casuals by the high fashion houses; Schuberth. <u>Jan. 22:</u> Guidi, Veneziani, Simonetta, Fabiani. <u>Jan. 23:</u> Capucci, Marucelli, Antonelli, Carosa. Contact: G. B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
Beginning Monday Jan. 27	OPENING OF PARIS COUTURE COLLECTIONS <u>Jan. 27:</u> Manguin, Patou, Claude Riviere, Sagardoy. <u>Jan. 28:</u> ACP, Balmain, Cardin, Heim, Laroche, Raphael, Vramanti. <u>Jan. 29:</u> Desses, Gres, Griffe, Revillon, Maggy Rouff. <u>Jan. 30:</u> Bruyere, Dior, Lanvin-Castillo, de Rauch. <u>Jan. 31:</u> Carven, Charles Montaigne, Michel Tellin. (Balenciaga, Chanel and Givenchy have not as yet set dates.) Contact: Chambre Syndicale--102, Rue du Faubourg St-Honore, Paris	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Beginning Tuesday Feb. 4- Feb. 6	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Feb. 4:</u> Digby Morton, Michael, Mattli, Ronald Paterson. <u>Feb. 5:</u> Victor Stiebel, Hardy Amies, Charles Creed, Lachasse. <u>Feb. 6:</u> John Cavanagh, Worth, Norman Hartnell, Michael Sherard. Contact: Ann Ryan, 461 Old Bond Street, London W.1.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND



# MOVIES...OPERA...THEATRE

- Monday  
Dec. 16 EIGHTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET  
Mon., Dec. 16: Gluck's ORFEO ED EURIDICE". Wed., Dec. 18: Puccini's  
"TOSCA". Thurs., Dec. 19: Mozart's "LE NOZZI DI FIGARO". Fri., Dec. 20:  
Verdi's "AIDA". Sat., Mat., Dec. 21: Rossini's "IL BARBIERE DI SIVIGLIA".  
Sat., Eve., Dec. 21: Donizetti's LUCIA DI LAMMERMOOR". Publicity: Francis  
Robinson, PE. 6-1200.
- Monday  
Dec. 16 OPENING: "CHANUKAH FESTIVAL FOR ISRAEL" MADISON SQ. GARDEN, 50TH & 8TH AV.  
"A Salute to Israel's 10th Year": Dec. 16 and Dec. 23. Contact: OR. 7-8140.
- Wednesday  
Dec. 18 PREMIERE: "OLD YELLER" (Movie) TRANSLUX THEATRE, LEX. AVE. & 52ND ST.  
Walt Disney's adventure drama, adapted from the novel by Fred Gipson,  
about a Texas farming family during the Civil War and a dog who protects  
them, starring Dorothy McGuire and Fess Parker. Producer: William H.  
Anderson. Director: Robert Stevenson, Publ.: Charles Levy, PL. 9-3880.
- Wednesday  
Dec. 18 PREMIERE: "THE BRIDGE ON THE RIVER KWAI" (Movie) PALACE THEA., 47TH & B'WAY  
Filmed in Ceylon, the Columbia Technicolor and CinemaScope movie will star  
Alec Guinness, William Holden and Jack Hawkins. Producer: Sam Spiegel.  
Director: David Lean. Special benefit performance, Wed., Eve. Dec. 18th.  
Publicity: Hortense Schorr, PL. 1-4400.
- Thursday  
Dec. 19 OPENING: "THE MUSIC MAN" MAJESTIC THEATRE, 245 WEST 44TH STREET  
The Meredith Wilson musical about a confidence man in Iowa during the turn  
of the century. Presented by Kermit Bloomgarden in association with  
Herbert Greene, starring Robert Preston with Barbara Cook, David Burns and  
Pert Kelton. Director: Morton de Costa. Sets: Howard Bay. Costumes:  
Raoul Pene du Bois. Publicity: Arthur Cantor, CI. 6-6495.
- Friday  
Dec. 20 PREMIERE: "RAINTREE COUNTY" (Movie) PLAZA THEATRE, 42 EAST 58TH STREET  
MGM's Technicolor film, using a new photographic process, "Camera 65",  
will star Montgomery Clift, Elizabeth Taylor and Eva Marie Saint in the  
Ross Lockridge Jr. novel about America from 1859-1865. Producer: David  
Lewis. Director: Edward Dmytryk. Costumes: Walter Plunkett. Publicity:  
Frances Lane, JU. 2-2000.
- Saturday  
Dec. 21 PREMIERE: "LEGEND OF THE LOST" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.  
John Wayne, Sophia Loren and Rossano Brazzi, featuring Kurt Kazner in  
United Artists' Technirama and Technicolor movie. Filmed in Libya and  
Sahara Desert, the Robert Presnell, Jr. and Ben Hecht story about three  
strangers in search of a treasure. Produced and directed by Henry  
Hathaway. Publicity: Tess Michaels, CI. 5-6000.
- Thursday  
Dec. 26 OPENING: "MISS ISOBEL" ROYALE THEATRE, 242 WEST 45TH STREET  
Leonard Sillman and John Roberts will present the Michael Plant and Denise  
Webb comedy drama about a sixty-five year old woman who regresses to the  
age of six, starring Shirley Booth with Nancy Marchand, Robert Duke,  
Kathleen Maguire and Peter Lazar. Director: Sir Cedric Hardwicke. Sets:  
Peter Larkin. Costumes: André. Publ.: Sam Friedman, CI. 5-3540.
- Tuesday  
Jan. 7 OPENING: "GARDEN DISTRICT" YORK PLAYHOUSE, 1ST AVE. & 64TH STREET  
Two plays by Tennessee Williams, starring Anne Meacham, Hortense Alden and  
Eleanor Phelps, presented by John C. Wilson and Warner Leroy. Director:  
Herbert Machiz. Costumes: Stanley Simmons. Publ.: Frank Goodman, CO. 5-5472.